

# The New Jersey WasteWise Business Network

November 18, 2014

To: Members and Prospective Members of the  
New Jersey WasteWise Business Network

From: Steven Rinaldi, Chair  
New Jersey WasteWise Business Network  
NJDEP, Bureau of Recycling and Hazardous Waste Management

Subject: Minutes from the Network meeting of November 13, 2014

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Minutes:

**Welcome** –Network Chair Steve Rinaldi ([Steven.Rinaldi@dep.nj.gov](mailto:Steven.Rinaldi@dep.nj.gov)) welcomed everyone and mentioned that there were 108 people registered for the meeting. Steve highlighted the diverse mix of businesses and organizations that were present at the meeting and also discussed the mission of the national WasteWise program and its relationship to the New Jersey WasteWise Business Network. In addition, Steve spoke about the draft food waste recycling bill that was developed by the Association of New Jersey Recyclers (ANJR). The proposal is getting the attention of state legislators and should be on everyone’s radar. The draft bill would require food waste recycling at commercial and institutional entities that generate at least 104 tons of food waste per year (or about 2 tons per week.) The proposed law would only apply if a permitted Class C Recycling Facility for food waste was located within 35 miles of the generator and the cost is less than the cost of the generator’s regularly used disposal option (landfill, incinerator, or transfer station). Visit [www.anjr.com](http://www.anjr.com) to read the draft legislative proposal. Lastly, Steve announced that November 15<sup>th</sup> was America Recycles Day (ARD) and that Margaret Kevin-King, the Network’s liaison to the national WasteWise program, had brought with her ARD pledge cards for attendees to complete, if interested. At the end of the meeting, one of the pledges was chosen randomly, with the winner receiving a very nice satchel courtesy of the U.S. Department of Energy.

**Carton Recycling Has Arrived** – Barbara Heineken, The Carton Council, [bheineken@recycle.com](mailto:bheineken@recycle.com) – Ms. Heineken began her presentation with a look at sustainability indicating that in order to see a financial return on sustainable initiatives companies should first focus on energy efficiency, waste prevention and recycling. She further stated that this meant looking at systems and processes and not just what one does with cafeteria and office waste, for example. Making the business case for sustainability is important and easy to do in today’s business environment, but does require a shift in one’s mindset. Ms. Heineken indicated that one of the keys to implementing successful sustainable initiatives is to have commitment from upper management. Ms. Heineken next focused on the work of the Carton Council, which is a group of carton manufacturers that got together in order to deliver, long-term, collaborative solutions to

divert valuable cartons from the landfill. The cartons in question are those refrigerated and shelf-stable food and beverage products that have become familiar to all, such as milk cartons, juice cartons, soup cartons, juice boxes, etc. These cartons are made mostly of high quality paper fibers, which are readily recyclable. Ms. Heineken stated that carton recycling has tripled since 2009 and that over 50% of the country now has access to carton recycling. The Carton Council works with generators, such as schools, hospitals and others, processors and recycling end-markets to ensure that the recycling system works. The Carton Council is working hard to teach consumers about the recyclability of cartons through various educational and promotional campaigns. For more information, visit [www.recyclecartons.com](http://www.recyclecartons.com) and [www.cartonopportunities.org](http://www.cartonopportunities.org). (PowerPoint to be available at [www.anjr.com](http://www.anjr.com).)

**Recycling, Waste Reduction & Sustainability Communications that Employees & Customers Will Actually Care About** - William G. Russell, Principal, Transitioning to Green, LLC, [wgrussell@prodigy.net](mailto:wgrussell@prodigy.net) – Mr. Russell stated that to be a good communicator, one first needs to be a good listener. In addition, he indicated that companies must infuse their communications efforts with their brand’s flavor to engage consumers. Messages must be clear, concise, and provide value. They should also convey positive emotions. Visual messages are highly recommended. Messages about sustainable actions, such as recycling, should not only explain why recycling is important, but also ask people to do it. At this point, make sure to remove any obstacles preventing people from taking the desired action. Mr. Russell also recommended making one’s stakeholders the heroes in your messages. In regard to internal communications, Mr. Russell spoke about the importance of making the business case for sustainability. Through various sustainable initiatives companies can reduce energy costs, waste management costs and purchasing costs. Mr. Russell stated that businesses can flourish in this new “green” economy. (PowerPoint to be available at [www.anjr.com](http://www.anjr.com))

**Commercial and Residential Carpet Recycling Update** – Sean Ragiell, President, CarpetCycle, LLC, [sean@carpetcycle.com](mailto:sean@carpetcycle.com) – Mr. Ragiell first spoke about the carpet industry’s efforts to advance and promote carpet recycling. This is done through an organization called the Carpet America Recovery Effort (CARE), which was formed in 2002 to facilitate market-based solutions for the reuse and recycling of post-consumer carpet and to encourage design for recyclability. Among other things, the rise of PET carpeting, which is more difficult to recycle than nylon carpeting, was cited as one of the major challenges facing carpet recyclers today. Despite the challenges facing this industry, carpet recycling has grown significantly over the past decade. In fact, 94 million pounds of carpet were recycled in 2003, while 500 million pounds were recycled in 2013. The recycling end markets for recycled carpet include engineered resins, carpet fiber and carpet backing. The environmental benefits of recycling carpet are well documented. Carpet recycling not only keeps materials out of landfills, but also helps to reduce greenhouse gas generation. Carpet recycling also makes economic sense since it costs less to recycle carpet than to dispose of carpet. Mr. Ragiell’s company, CarpetCycle, LLC, was formed in 1999 and is now located in Newark, New Jersey. The company is looking to expand and in turn is looking for more sources of recyclable commercial and residential carpeting. The company recycled over 15 million pounds of material in 2013 and employees 43 people. (PowerPoint to be available at [www.anjr.com](http://www.anjr.com))

**Case Study – Waste Reduction and Recycling at WithumSmith+Brown** – Rhonda Maraziti, Director of Marketing and Practice Growth, [rmaraziti@withum.com](mailto:rmaraziti@withum.com) – WithumSmith+Brown is an accounting firm with five offices in New Jersey. The company has embraced waste reduction and recycling in many ways. In regard to waste reduction, WithumSmith+Brown has initiated a number of “paperless” strategies to help reduce paper utilization in the office. The company promotes the scanning of documents rather than the printing of documents by providing all employees with a scanner. The firm has reduced its faxing and hard mailings and provides each client with a virtual file cabinet rather than paper copies of documents. In addition, the company has set the printing preference default to double-sided printing. The firm has also switched from paper to digital for its holiday cards, partner announcements and presentations. In fact, the latter strategies alone saved the company over \$45,000 in printing costs. WithumSmith+Brown has found that the paperless approach has not only led to cost savings, but has also increased productivity. In regard to cost savings, the company saved \$22,000 in storage costs since fewer paper files are now retained. Ms. Maraziti indicated that the company’s paperless initiatives also helped them reduce their paper shredding costs. Thanks to the company’s paperless initiatives, WithumSmith+Brown was also able to save procurement dollars since less paper was needed for operations. Over \$2,800 in paper procurement costs were avoided over the last year due to their paperless strategy. WithumSmith+Brown provides a recycling container at all desks and recycles paper, corrugated, bottles and cans, as well as laser cartridges. WithumSmith+Brown also focuses on corporate social responsibility and thus has embarked on several programs wherein employees volunteer their time and raise money for charitable causes. (PowerPoint to be available at [www.anjr.com](http://www.anjr.com))

**The following is the registration list for the 11/13/14 meeting:**

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